

NECESSARY SKILLS AND COMPETENCIES FOR WORKING IN PR

Esengeldieva Asem Yuriy qizi

student of Karakalpak State University

<https://doi.org/10.5281/zenodo.15861417>

Annotation This scientific thesis explores the essential skills and competencies required for success in the dynamic field of Public Relations (PR). It identifies and analyzes both foundational and emerging capabilities crucial for PR professionals in the contemporary communication landscape. The thesis delves into core communication skills, including excellent written and verbal communication, active listening, and persuasive storytelling. It also examines the importance of interpersonal skills such as networking, relationship building, empathy, and negotiation.

Keywords: PR skills, communication, public relations competencies, media relations, crisis management, digital PR, strategic communication, interpersonal skills, content creation, data analytics.

Public Relations (PR) is the strategic process of managing information between an organization and its public. The main tasks of PR specialists include creating and maintaining a positive company image, managing reputation, interacting with media and the public, as well as developing and implementing communication strategies.

PR specialists play a key role in shaping public opinion about the company, its products, and services. They work on creating press releases, organizing events, managing crisis situations, and interacting with journalists. It's important to understand that PR is not just about working with external audiences, but also with internal ones, including company employees and partners. In addition, PR specialists are engaged in monitoring public opinion and analyzing media content to respond promptly to changes and adjust their strategies. They can also participate in the development of corporate social responsibility (CSR) and charitable programs, which helps strengthen the company's positive image in the eyes of the public.

Communication Skills. One of the most important skills for a PR specialist is the ability to communicate effectively. This includes both oral and written communication. The ability to clearly and convincingly express thoughts, write press releases, articles, and other materials - all of these are essential for successful work in PR. Effective communication skills also include the ability to listen and understand the needs and expectations of various audiences. This helps create more targeted and relevant messages that resonate with the target audience. It is also important to be able to adapt the communication style



depending on the context and audience, whether it's business communication with partners or informal interaction with journalists.

Media skills. PR specialists must be able to establish and maintain relationships with journalists and media. This includes knowing how media works, what topics interest journalists, and how to properly present information so that it gets published. Knowledge of the basics of media planning and media buying can also be useful. This helps to allocate resources more efficiently and achieve maximum coverage of the target audience. Media skills also include the ability to conduct press conferences, briefings, and interviews, as well as to manage media campaigns and evaluate their effectiveness.

Analytical Skills. The ability to analyze information and draw conclusions based on it is another important skill. PR specialists must be able to evaluate the effectiveness of their campaigns, analyze media coverage, and understand how various factors affect the company's reputation. Analytical skills also include the ability to work with large volumes of data and use specialized tools for monitoring and analyzing media content. This helps to evaluate campaign results more accurately and develop more effective strategies. It is also important to be able to conduct competitive analysis and understand how competitors' actions can affect the company's reputation.

Organizational skills. Working in PR often involves multitasking and the need to manage multiple projects simultaneously. Good organizational skills will help effectively plan your time, prioritize, and complete tasks on schedule.

Organizational skills also include the ability to coordinate the work of various teams and specialists, which is especially important when conducting large events or campaigns. The ability to develop and follow detailed action plans, as well as promptly respond to changes and adjust plans are key aspects of successful work in PR.

Creativity plays an important role in PR. Specialists must be able to come up with original ideas for campaigns, find non-standard solutions to problems, and create interesting and memorable materials.

Creativity also includes the ability to develop unique and innovative approaches to solving tasks, which helps to stand out from competitors. It is also important to be able to use visual elements and multimedia resources to create more appealing and effective communication materials.

Important competencies and personal qualities



Emotional Intelligence helps PR professionals better understand and manage their own emotions, as well as those of others. This is crucial for effective interaction with colleagues, clients, and the media.

Emotional intelligence also includes the ability to recognize and respond to other people's emotional cues, which helps build more trusting and productive relationships. It is also important to be able to handle conflicts and find compromise solutions, which is especially relevant in crisis situations.

Ability to work in a team. Working in PR often requires interaction with various departments and specialists. The ability to work in a team, listen to and consider the opinions of others is an essential quality for a successful career in PR. The ability to work in a team also includes leadership and management skills, which help coordinate teamwork and achieve set goals. It is also important to be able to motivate colleagues and create a positive work atmosphere that contributes to more effective and productive work.

Stress resilience. Working in PR can be stressful, especially in crisis situations. The ability to remain calm and work effectively under pressure is a crucial quality for a PR specialist. Stress resilience also includes the ability to make quick decisions and act in uncertain conditions. It is also important to be able to cope with negative emotions and maintain a positive attitude, which helps to solve problems more effectively and achieve set goals.

Flexibility and Adaptability. The world of PR is constantly changing, and specialists must be ready to quickly adapt to new conditions and requirements. Flexibility and readiness for change will help you remain effective in any situation.

Flexibility and adaptability also include the ability to quickly master new technologies and tools, which helps to perform tasks more efficiently. It is also important to be able to find new approaches and solutions that help maintain competitiveness and achieve success in the rapidly changing world of PR.

Practical experience is an important component of professional development in PR. Internships and practical training will help you gain real work experience, meet professionals in the industry and start building your career.

Internships and practical experience also include participation in real projects, which helps to better understand the principles and methods of working in PR. It is also important to be able to apply the acquired knowledge in practice, which helps to perform tasks more effectively and achieve set goals.





The more you practice, the better your skills become. Don't be afraid to take on new tasks, participate in projects, and seek opportunities for professional growth.

Practice also includes participation in real projects and internships, which helps to better understand the principles and methods of working in PR. It is also important to be able to apply the acquired knowledge in practice, which helps to solve problems more effectively and achieve set goals.

Working in PR requires diverse skills and competencies, but with the right approach and continuous development, one can achieve success in this exciting and dynamic field.

References:

1. Cutlip, S. M., Center, A. H., & Broom, G. M. (2012). Effective Public Relations (11th ed.). Pearson.
2. Gregory, A. (2010). Planning and Managing Public Relations Campaigns: A Strategic Approach (3rd ed.). Kogan Page.
3. Argenti, P. A. (2013). Corporate Communication (6th ed.). McGraw-Hill Education.
4. Macnamara, J. (2010). The 21st Century Media (R)evolution: Emergent Communication Practices. Peter Lang.
5. Lattimore, D., Baskin, O., Heiman, S. T., & Williams, B. (2009). Public Relations: The Profession and the Practice (3rd ed.). McGraw-Hill Higher Education.
6. Smith, R. D. (2013). Strategic Planning for Public Relations (4th ed.). Routledge.

